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ABSTRACT

In 1983, the Texas Real Estate Research Center conducted its eighth annual survey of the real estate offerings of the state's two- and four-year colleges. Survey findings, based on a 90% response rate, included the following: (1) 90 institutions (46 community colleges and 44 four-year colleges) offered real estate courses during the 1982-83 academic year; (2) these courses were attended by 41,143 students; (3) 52 institutions indicated they would use real estate video tapes; (4) 28 indicated they were using or were planning to use microcomputers in their real estate courses; (5) the most frequently offered course in both the two- and four-year colleges was Real Estate Principles; (6) over 80% of the community college enrollments in real estate courses were in credit courses, compared to less than 40% in 1972-73; (7) over 50 community colleges offered an Associate of Applied Science Degree in Real Estate, compared to 4 colleges in 1972-73; (8) over 95% of the four-year college real estate courses were offered on a credit basis; (9) 5 senior institutions had real estate degree options in 1972-73, compared to 15 in 1982-83; and (10) two texts dominated the Real Estate Principles courses, "Modern Real Estate Practice in Texas" and "Texas Real Estate." Tables showing courses offered at each responding college and the texts used in nine real estate content areas are appended. (AYC)

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1982-83 TEXAS COLLEGE AND UNIVERSITY REAL ESTATE COURSE SURVEY

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1982-83 Texas College and University Real Estate Course Survey

The Texas Real Estate Research Center has completed its eighth annual survey of Texas college real estate offerings. The first study was for the 1972-73 academic year. There have been substantial changes in both the industry and education during this 10 year period. The enactment of the changes to the Real Estate License Act of 1975 have had a dramatic impact on educational offerings.

This survey represents the 1982-83 academic year which covers the period between September 1982 and May 1983. A response rate of over 90% was received from both two and four year colleges.

With the core course requirements, it is imperative that brokers increase their awareness of educational offerings in their local colleges and universities so that they can properly counsel prospective associates.

General Survey Findings

Ninety Texas institutions of higher learning offered real estate courses during the 1982-83 academic year. These courses were attended by 41,143 enrollees.

Fifty-two institutions indicated that they would use real estate video tapes. The majority indicated a preference for 3/4" tapes or VHS formats.

Twenty-eight institutions indicated they are utilizing (or plan to utilize) micro-computers in their real estate courses. Real Estate Finance, Investments, and Appraisal were the top three courses where micro-computers were being used.

Community Colleges

Forty-six community colleges reported real estate course offerings with an enrollment of 25,631. The most frequently offered course was Real Estate Principles (49). This number reflects three colleges having a Principles I and II course. Other courses and the number of colleges were: Appraisal (48), Law (44), Finance (43), Brokerage (31), and Marketing (31).

Colleges with the largest enrollments included: Austin Community College (4,170), Houston (2,710), North Lake College-DCCCD (2,196), North Harris County (1,819), Tyler (1,133), Richland College-DCCCD (1,124), and Amarillo (955). Austin Community College's total included 823 enrollments in the credit program and 3,347 in the non-credit program. This represented over two-thirds of non-credit enrollments reported in the Community College section of the survey.

Over 80% of the enrollments represented credit courses as compared to less than 40% for the 1972-73 survey. This means that in a 10 year period the two-year colleges have doubled their offerings of real estate credit courses as well as offering an Associate of Applied Science Degree in Real Estate at fifty Texas Community Colleges. Only four Texas colleges offered an associate degree in Real Estate prior to 1972.

Senior Colleges

Forty-four senior colleges reported offering real estate courses with an enrollment of 15,512 students. The most frequently offered courses included: Principles (43), Appraisal (31), Special (30), Finance (29), Investment (25), and Law (24). Special Courses included Urban Land Development, Ethics, Urban Planning, Construction and Design, Real Estate Syndications, Special Topics, Problems and Issues.

Over 95% of the senior college real estate course offerings were on a credit basis. Universities with the largest credit enrollments included: Texas A&M (1,670), University of Texas/Austin (1,444), University of Houston/Downtown (1,216), North Texas State University (1,006), and Southern Methodist University (912). The University of Houston Central Campus' Real Estate Institute reported the 2,628 enrollment which represented non-credit courses. This enrollment with Houston Baptist, Lubbock Christian and Pan American were the only non-credit enrollments reported for the senior colleges.

Five senior colleges has real estate degree options or concentrations in the 1972-73 survey as compared to fifteen in 1983. Most real estate offerings are in the College of Business Finance Departments at four year institutions.

Adopted Texts for 1982-83

The texts listed by the survey respondents were categorized into the nine real estate core courses as follows: principles,

finance, brokerage, law, appraisal, marketing, investment analysis, property management, and real estate mathematics. Texts which did not fit these categories or were not adopted by two or more colleges were not reported. Some respondents did not list texts or gave incomplete descriptions.

There were two texts that dominated the principles course and these were Morse and Taylor, Modern Real Estate Practice In Texas, Real Estate Education Company (30); and Jacobus and Harwood, Texas Real Estate, Reston Publishing Company (23). The Morse and Taylor text was used predominately in community colleges.

There were three texts adopted by most colleges for the finance course and these were Wiedemer, Real Estate Finance, Reston Publishing Company (17); Morton, Texas Real Estate Finance, Scott, Foresman and Company (14); and Hoagland, Stone and Bruggerman, Real Estate Finance, Irwin Publishing Company (14). The Bruggerman text was adopted exclusively by senior colleges.

The colleges reporting real estate brokerage courses were split between Lindeman, Real Estate Brokerage, Reston Publishing Company (9); and Realtors National Marketing Institute, Real Estate Office Management: People, Functions, Systems, National Association of Realtors (8).

Colleges overwhelmingly adopted Charles Jacobus, Texas Real Estate Law, Reston Publishing Company (44). This included 27 community colleges and 17 senior colleges.

The appraisal course had one dominate text, Ventolo and Williams, Fundamentals of Real Estate Appraisal, Real Estate Education Company (30). The other leading text in this category was the American Institute of Real Estate Appraisal, Appraisal of Real Estate, Ballinger Publishing Company (9). Four other texts had five adoptions each.

The Marketing course was split four ways: Skenkel, Marketing Real Estate, Prentice-Hall (9); Realtors National Marketing Institute, Real Estate Sales Handbook (6); Speck, Residential Sales Strategies (5); and Rosenauer, Effective Real Estate Marketing, Real Estate Education (4).

The investment analysis course had three primary texts, Wiedemer, Real Estate Investment, Reston Publishing Co. (10); Sirota, Essentials of Real Estate Finance, Real Estate Education Co. (6); Phyrr/Cooper, Real Estate Investment, John Wiley Publishing Co. (5). The Phyrr/Cooper text was adopted exclusively by senior colleges.

The property management text was divided between Downs, Principles of Property Management, Institute of Real Estate Management (12); and Kyle/Kennehan, Property Management, Real Estate Education Co. (11).

Real Estate Mathematics was dominated by Ventolo, Wellington and Allaway, Mastering Real Estate Mathematics, Real Estate Education Co. (15).

Summary

These general survey findings indicate the scope of real estate education in Texas colleges and universities. The programs have been developing and increasing in both courses offered and enrollments during this ten year period. Texans have taken advantage of local college offerings in increasing numbers.

With the increased emphasis on real estate professionalism both the brokers and educators must work together to insure that these course offerings meet the need of the Texas Real Estate Community in this dynamic area. A continuing close working relationship will insure quality course offerings that educate people today for the real estate industry of tomorrow.

CHART I

COMMUNITY COLLEGE REAL ESTATE COURSES
1982-83

	PRINCIPLES	PRACTICE	FINANCE	BROKERAGE	APPRAISAL	LAW	MARKETING	INVESTMENT	PROP MGT	RE MATH	TITLE	INTERNSHIP	SPECIAL	YR ENROLLMENT
AMARILLO COLLEGE	1		1	1	1	1	1	1	1	1		1		955
ANGELINA COLLEGE	1		1		1	1								80
AUSTIN COMMUNITY COLLEGE	1		1	1	1	1	1	1	1	1			3	4,170
BLINN COLLEGE	1		1	1	1	1	1		1					298
BRAZOSPORT COLLEGE	1		1	1	1	1	1		1	1				239
CEDAR VALLEY-DCCCD	1		1	1	1	1	1		1	1				180
CENTRAL TEXAS COLLEGE	1		1	1	1	1	1		1			1		508
CISCO JUNIOR COLLEGE	1		1	1	1	1	1	1	1	1				405
CLAREDON-PAMPA CENTER	1		1	1	1	1	1	1	1	1				15
COLLEGE OF THE MAINLAND	1		1	1	1	1		1	1					850
COOKE COUNTY COLLEGE	1	1	1		1								1	
DEL MAR COLLEGE	1		1	1	1	1	1	1					1	405
EL PASO COMMUNITY COLLEGE	1	1	1	1	1	1			1	1			1	523
GALVESTON COLLEGE	1			1	1	1	1	1		1				153
GRAYSON COUNTY COLLEGE	1	1	1	1	1	1	1							273
HENDERSON COUNTY JR. COLLEGE	1		1	1	1	1	1		1	1		1		604
HILL JUNIOR COLLEGE	2					1				1				120
HOUSTON COMMUNITY COLLEGE	1	1	1	1	1	1	1	1	1	1	1	1	1	2,710
KILGORE COLLEGE	2		1		2	1			1		1		1	319
LAMAR COL. TECH. ARTS	1		1	1	1	1	1	1	1				1	534
LAREDO JUNIOR COLLEGE	1		1		1	1	1	1		1			1	242
*LEE COLLEGE	1		1	1	1	1				1				
MCLENNAN COMMUNITY COLLEGE	1		1		2	1	1	1		1		1	1	367
MIDLAND COLLEGE	1		1	1	1	1	1	1					1	343
MOUNTAIN VIEW-DCCCD	1		1		1	1	1		1					154
NAVARRO	1		2		2	1						1		126
NORTH HARRIS COUNTY COLLEGE	1	1	1	2	2	2		1	1			1	1	1,819
NORTH LAKE COLLEGE-DCCCD	1		1	1	1	1	1	1	1			1		2,196
ODESSA COLLEGE	1		1	1	1	1	1	1	1	1				533
PANOLA JUNIOR COLLEGE	1					1	1							62
*PARIS JUNIOR COLLEGE	2		1	1	1	1		1		1			1	
RICHLAND COLLEGE-DCCCD	1		1	1	1	1	1	1	1			1		1,124
SAN ANTONIO COLLEGE	1		1	1	1	1	1	1	1			1		700
SAN JACINTO COLLEGE	1		1	1	1	1					2			379
SAN JACINTO NORTH	1		1	1	1	1					2			232
SOUTH PLAINS-LEVELLAND	1		1		1	1	1	1	1	1			1	143
SOUTH PLAINS-LUBBOCK	1		1		1	1	1		1	1				264
ST. PHILLIPS COLLEGE	1		1		1		1	1		1			1	236
TARRANT COUNTY-NORTHEAST	1		1		1	1		1			1			854
*TEMPLE JUNIOR COLLEGE	1		1	1	1	1			1					
TEXARKANA COMMUNITY COLLEGE	1	1	1	1	1	1		1						137
TEXAS SOUTHMOST COLLEGE	1	1	1	1	2	1	1	1	1	1		1	2	819
TYLER JUNIOR COLLEGE	1		1		2	1	1	1		1	4	1	2	1,133
VERNON REGIONAL COLLEGE	1						1							16
VICTORIA COLLEGE	1		1	1	1	1	1							345
WEATHERFORD COLLEGE	1		1	1	1	1	1		1					119
WHARTON COUNTY JR. COLLEGE	1		1			1	1	1	1				1	195
*have not received data	50	7	44	32	49	45	32	25	26	21	11	12	21	25,646

CHART II

SENIOR COLLEGES AND UNIVERSITIES
REAL ESTATE COURSES
1982-83

	PRINCIPLES	PRACTICE	FINANCE	BROKERAGE	APPRAISAL	LAW	MARKETING	INVESTMENT	PROP MGT	RE MATH	TITLE	INTERNSHIP	SPECIAL	YR ENROLLMENT
ABILENE CHRISTIAN UNIVERSITY	1					1								77
AMERICAN TECHNOLOGICAL UNIVERSITY	1			1									1	10
ANGELO STATE UNIVERSITY	1		1		2	1		1						434
BAYLOR UNIVERSITY	1		1		1	1		1					1	381
BISHOP COLLEGE	1													26
CORPUS CHRISTI STATE UNIVERSITY	1					1								75
DALLAS BAPTIST COLLEGE	1	1			1								1	130
EAST TEXAS STATE UNIV-COMMERCE	1		1			1			1					122
EAST TEXAS STATE UNIV-TEXARKANA	1		1	1	1			1						99
HARDIN SIMMONS UNIVERSITY								1						11
HOWARD PAYNE UNIVERSITY	2		1			1				1				106
HOUSTON BAPTIST UNIVERSITY	1		1		1	1		1	1	1				250
LUBBOCK CHRISTIAN COLLEGE	1		1	1	1	1	1	1		1				237
MCMURRY COLLEGE	1				1	1								49
NORTH TEXAS STATE UNIVERSITY	1		1		2		1	2	1			1	4	1,006
PAN AMERICAN UNIVERSITY	1		1	1	1	1			1	1				165
PRAIRIE VIEW A&M UNIVERSITY	1		1			1			1				1	51
SAM HOUSTON STATE UNIVERSITY	1		1		1	1								519
SOUTHERN METHODIST UNIVERSITY	2	1	1		2			2	1			2	4	912
SOUTHWESTERN UNIVERSITY	1		1											60
SOUTHWEST TEXAS STATE UNIVERSITY	1				1	1								718
ST. EDWARDS UNIVERSITY			1											30
STEPHEN F. AUSTIN UNIVERSITY	1		1			1								312
SUL ROSS UNIVERSITY			1			1								85
TARLETON STATE UNIVERSITY	1		1		1	1								28
TEXAS A&I UNIVERSITY	1		1					1						102
TEXAS A&M UNIVERSITY	2		1		4	1		1				1	1	1,670
TEXAS CHRISTIAN UNIVERSITY	1		1		1	1							1	275
TEXAS TECH UNIVERSITY			1	1				1					3	750
TEXAS WOMAN'S UNIVERSITY	1													15
TRINITY UNIVERSITY	1													120
UNIVERSITY OF HOUSTON-DOWNTOWN	1		1		2	1		1	1				1	1,216
UNIV. OF HOUSTON-CENTRAL CAMPUS	2		1	1	1	1	3	3	1	3			6	2,628
UNIVERSITY OF HOUSTON-CLEAR LAKE								2						47
UNIVERSITY OF ST. THOMAS	1													13
UNIVERSITY OF TEXAS-AUSTIN	1		2	1	2	1		2					4	1,444
UNIVERSITY OF TEXAS-ARLINGTON	1		1		2			2					2	806
UNIVERSITY OF TEXAS-EL PASO	1		1		1	1		1						205
UNIVERSITY OF TEXAS-PERMIAN BASIN	1				1	1		1						77
UNIVERSITY OF TEXAS-SAN ANTONIO	1		1			1								124
UNIVERSITY OF TEXAS-TYLER	1													80
WEST TEXAS STATE UNIVERSITY	1		1		1									143
	41	2	29	7	31	24	5	25	8	7	0	4	30	15,608

CHART III

REAL ESTATE TEXTS ADOPTED BY TEXAS COLLEGES
1982-83

AUTHOR	TITLE	PUBLISHER	NUMBER ADOPTED JR.	SR.	TOTAL
		PRINCIPLES			
Morse & Taylor	Modern Real Estate Practices in Texas	Real Estate Ed. Co.	26	4	30
Jacobus & Harwood	Texas Real Estate	Reston	14	9	23
Unger & Karvel	Real Estate Principles and Practices	Southwestern	3	4	7
Ring & Dasso	Real Estate Principles and Practices	Prentice-Hall	2	2	4
Ficek, et.al.	Real Estate Principles and Practices	Merrill Publishing Co.	1	2	3
Arnold, Wurtzback & Miles	Modern Real Estate	Warren, Gorham & Lamont	0	3	3
Floyd	Real Estate Principles	Random House	0	6	6
		FINANCE			
Wiedemer	Real Estate Finance	Reston	15	2	17
Sirota	Essentials of Real Estate Finance	Real Estate Ed. Co.	8	1	9
Hoagland, Stone & Brueggeman	Real Estate Finance	Irwin	0	14	14
Unger/Melicher	Real Estate Finance	Southwestern	2	3	5
Morton	Texas Real Estate Finance	Scott, Foresman	12	2	14
		BROKERAGE			
RNMI	Real Estate Office Mng: People, Functions, Systems	NAR	8	0	8
Atkinson/Wayner	Career in Real Estate Brokerage	Dow-Jones-Irwin	1	0	1
Cyr & Sobeck	Real Estate Brokerage	Real Estate Ed. Co.	3	1	4
Lindeman	Real Estate Brokerage	Reston	8	1	9
		Law			
Jacobus	Texas Real Estate Law	Reston	27	17	44
Thurow	Real Estate Law of Texas	Hemphill	8	0	8
Lusk/French	Law of the Real Estate Business	Irwin	1	1	2
Nelson	Texas Real Estate Law	Austin Press	2	1	3
Kratovil/Werner	Real Estate Law	Prentice-Hall	2	1	3

APPRAISAL

Ventolo/Williams	Fundamental of Real Estate Appraisal	Real Estate Ed. Co.	24	6	30
AIREA	Appraisal of Real Estate	Ballinger Publishing	3	6	9
Shenkel	Modern Real Estate Appraising	McGraw Hill	0	5	5
Bloom & Harrison	Appraising the Single Family Residence	Ballinger Publishing	4	1	5
Miller/Gilbeau	Residential Real Estate Appraisal	Prentice-Hall	5	0	5
Friedman/Ordway	Income Property Appraisal and Analysis	Reston	2	3	5

MARKETING

Speck	Residential Sales Strategies	Real Estate Press	4	1	5
RNMI	Real Estate Sales Handbook	NAR	6	0	6
Shenkel	Marketing Real Estate	Prentice-Hall	8	1	9
Rosenauer	Effective Real Estate Sales and Marketing	Real Estate Ed. Co.	4	0	4

INVESTMENT ANALYSIS

Wiedemer	Real Estate Investment	Reston	8	2	10
Beaton/Robertson	Real Estate Investment	Prentice-Hall	1	0	1
Sirota	Essentials of Real Estate Investment	Real Estate Ed. Co.	5	1	6
Kinnard	Income Property Valuation	D.C. Heath & Co.	1	1	2
Friedman/Ordway	Income Property Appraisal and Analysis	Reston	0	1	1
Phyrr/Cooper	Real Estate Investment	Wiley	0	5	5

PROPERTY MANAGEMENT

Downs	Principles of Property Management	IREM	8	4	12
Kyle/Kennehan	Property Management	Real Estate Ed. Co.	8	3	11

REAL ESTATE MATHEMATICS

Ventolo, Wellington & Allaway	Mastering Real Estate Mathematics	Real Estate Ed. Co.	11	4	15
Polley	Applied Real Estate Math	Reston	2	0	2